

Message Text

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ACTION ARA-10

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FM AMEMBASSY SANTIAGO

TO SECSTATE WASHDC 1379

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TAGS: BEXP, CI

SUBJECT: FISA '75: RECOMMENDATION FOR PARTICIPATION

REF: STATE 257406 AND SANTIAGO 7098

1. SUMMARY. U.S. PAVILION IN FERIA INTERNACIONAL DE SANTIAGO (FISA '74) EXCEEDED EMBASSY'S EXPECTATIONS; RECOMMEND PARTICIPATION IN MORE CONCENTRATED COMMERCIAL FORM IN FISA '75. END SUMMARY.

2. U.S. PAVILION IN FERIA INTERNACIONAL DE SANTIAGO (FISA '74) FULLY ACHIEVED EMBASSY'S GOALS:

A. COMMERCIAL RESULTS WERE OUTSTANDING AND WELL BEYOND OUR EXPECTATION. (SEE SANTIAGO 7098).

B. POLITICAL AND PSYCHOLOGICAL OBJECTIVES OF DEMONSTRATING REFURBISHED U.S. BUSINESS IMAGE IN CHILE WERE ALSO ACHIEVED. PRESS, RADIO, TELEVISION AND WORD-OF-MOUTH COMMENTS ON FISA '74 INVARIABLY CONTAINED POSITIVE REFERENCE TO THE U.S. PAVILION.

3. EMBASSY FEELS THE EFFORT DEVOTED TO FISA '74, ALTHOUGH CAUSING HEAVY DRAIN ON ECONOMIC/COMMERCIAL SECTION RESOURCES, WAS WELL JUSTIFIED. MUCH OF THE EFFORT WAS REQUIRED TO "GET BACK IN" TO FISA AFTER 7 YEARS OF ABSENCE. THE COMMERCIAL PRESENCE FAIR VEHICLE WAS IDEALLY SUITED FOR THIS PURPOSE.

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4. FOR FISA 1975, EMBASSY DOES NOT BELIEVE THAT THE EXPENDITURE OF LOCAL RESOURCES REQUIRED FOR ANOTHER COMMERCIAL PRESENCE OR TYPE II PAVILION WOULD BE JUSTIFIED EITHER IN COMMERCIAL OR POLITICAL TERMS. HOWEVER, WE BELIEVE FISA PARTICIPATION VIA COMMERCE TYPE I OR TYPE IV TAILORED TO OUR NEEDS (I.E. 60-70 PERCENT NEW-TO-MARKET EXHIBITORS, REMAINDER RECRUITED LOCALLY) WOULD ADMIRABLY COMPLEMENT PROPOSED COMMERCIAL ACTION PROGRAM FY 1976, AS WELL AS OTHER GENERAL EMBASSY POLICY OBJECTIVES.

5. RATIONALE FOR TYPE I OR EXPANDED TYPE IV FORMAT IS THE FOLLOWING:

A. WE ASSUME THE PENT-UP BUYERS' DEMAND WE EXPERIENCED IN FISA '74 AND ELSEWHERE IN CHILE WILL CONTINUE TO BE PRESENT DURING CY 1975.

B. A LOCALLY-PROCURED EXHIBITION, SUCCESSFUL THIS YEAR IN TERMS CITED ABOVE, WOULD BE LESS APPROPRIATE FOR FISA '75. THIS IS SO BECAUSE NON-COMMERCIAL OBJECTIVES WOULD NOT BE AS IMPORTANT AND BECAUSE WE DO NOT BELIEVE SIGNIFICANT INCREMENTAL SALES RESULTS WOULD OCCUR WITHOUT INFUSION OF NEW (TO MARKET) BLOOD.

6. KEY ELEMENTS IN TYPE I/IV SHOW WOULD BE: WASHINGTON PROCUREMENT OF NEW-TO-MARKET FIRMS, SEEKING REPRESENTATION IN CHILE, AND FULL WASHINGTON PROMOTIONAL SUPPORT INCLUDING PUBLICITY, MAILINGS, PRESS CAMPAIGN, BLUE RIBBON CALLS, ETC. WE ENVISAGE A FAIRLY VERTICALLY INTEGRATED PAVILION THEME FEATURING COMPUTERS, OFFICE MACHINES, ELECTRONIC COMPONENTS, BASED PERHAPS ON A "MODERN MERCHANDISING" - MOTIF; ALTERNATIVE THEMES MIGHT BE: FOOD AND FOOD PROCESSING; MINING AND REFINING; CONSTRUCTION EQUIPMENT.

7. WHILE THE PAVILION SHOULD RETAIN SOME TYPICALLY AMERICAN CROWD PLEASING FEATURES, E.G. FAST FOODS, COIN-OPERATED SERVICE MACHINES, "WONDERS OF AMERICAN TECHNOLOGY" (LASER DEMONSTRATION, LUNAR ROBOT, ERTS, OR OTHER USIS PACKAGE), WE BELIEVE COMMERCIAL RESULTS WOULD BE OPTIMIZED BY MEASURES WHICH WOULD EMPHASIZE THE ADVANTAGES OF U.S. PRODUCTS TO POTENTIAL UNCLASSIFIED

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REPRESENTATIVES AND INDUSTRIAL END-USERS, RATHER THAN GENERAL PUBLIC.

8. WHILE FISA AUTHORITIES REQUIRE THAT ALL PAVILIONS MUST BE OPEN TO PUBLIC DURING FAIR HOURS, WE BELIEVE WE COULD GET EXCELLENT RESULTS BY OPENING THE U.S. PAVILION PRIVATELY TO THE TRADE ON WEEK DAYS BETWEEN 10 A.M. AND 1 P.M. WE BELIEVE SPECIAL TRANSPORTATION COULD BE ORGANIZED TO THE FAIR GROUNDS

FROM THE CENTER ON A SELF-FINANCING BASIS.

9. OUR END-OF-EXHIBITION INTERVIEWS WITH THIS YEAR'S EXHIBITORS REVEALED THAT NEARLY ALL FIRMS REPRESENTED THIS YEAR WOULD PARTICIPATE NEXT YEAR. IF COMMERCE CAN PROVIDE PROCUREMENT OF 15-20 NEW-TO-MARKET EXHIBITORS, THE POST COULD EASILY FILL THE REMAINING BOOTHS WITH LOCAL PARTICIPANTS WHOSE PRODUCTS WOULD SUIT THE THEMES PROPOSED ABOVE. WITH THIS YEAR'S EXPERIENCE, EXISTING AND PROVED BUILDING, AND EXHIBITOR SUCCESS WE BELIEVE A TYPE I/IV EXHIBITION COULD BE RUN WITH FULL COST RECOVERY.

10. EMBASSY WOULD APPRECIATE WASHINGTON ACTION STAFF'S COMMENT ON THIS PROPOSAL AND ASSESSMENT WHETHER TYPE I/IV SHOW IS ATTAINABLE.
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